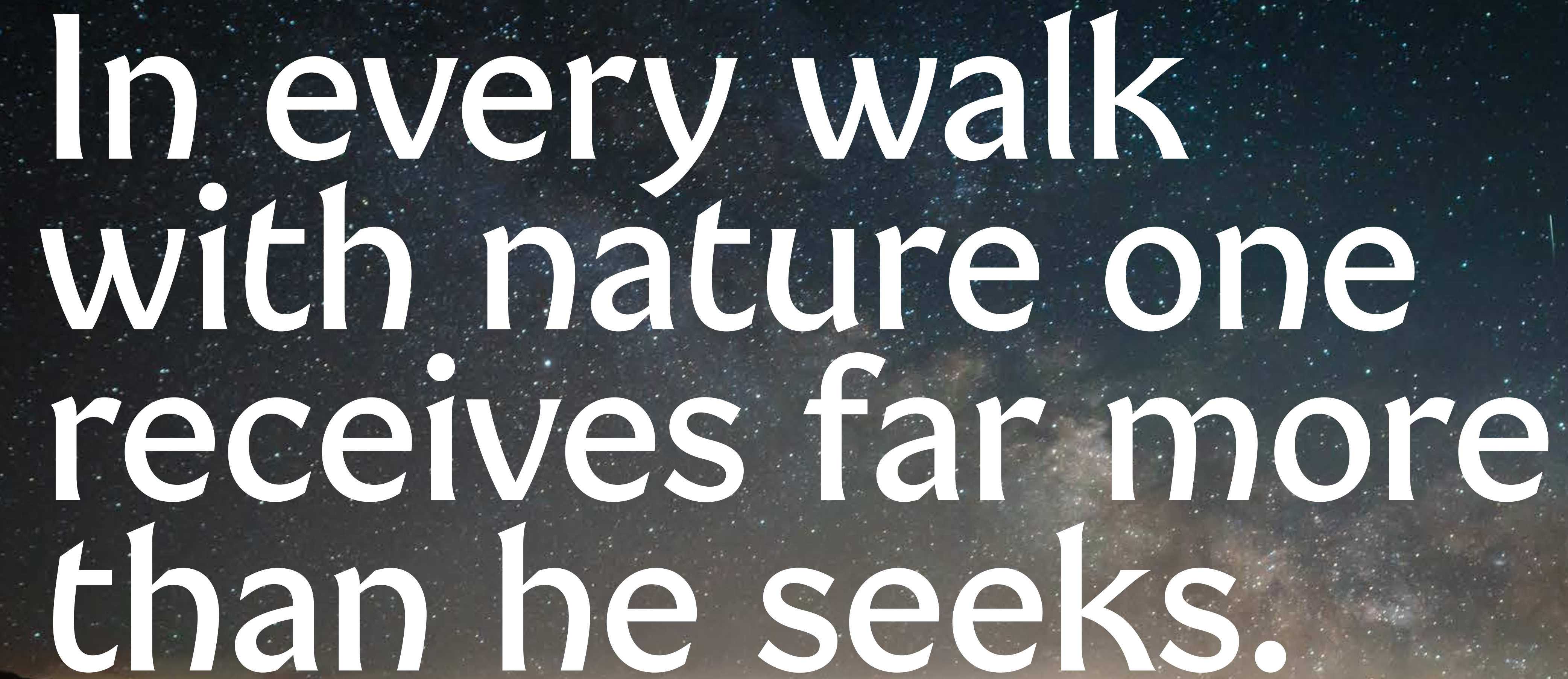


Our brand



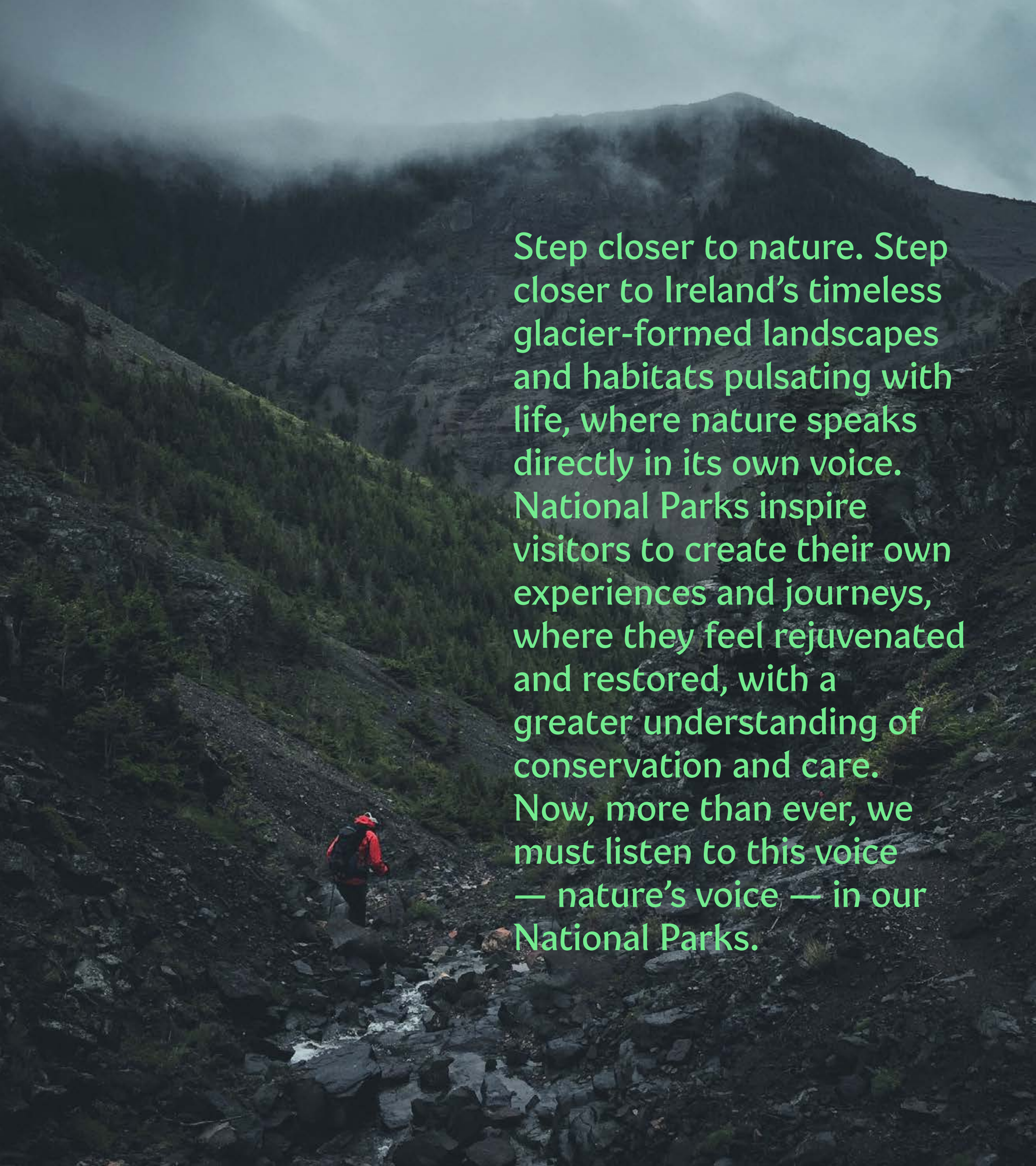
Páirceanna Náisiúnta
National Parks

A night sky with the Milky Way galaxy and a wooden boardwalk leading into a dark landscape.

In every walk
with nature one
receives far more
than he seeks.

John Muir

Where nature speaks



Step closer to nature. Step closer to Ireland's timeless glacier-formed landscapes and habitats pulsating with life, where nature speaks directly in its own voice. National Parks inspire visitors to create their own experiences and journeys, where they feel rejuvenated and restored, with a greater understanding of conservation and care. Now, more than ever, we must listen to this voice — nature's voice — in our National Parks.

1

Oneness with nature

National Parks provide unique opportunities to be at one with nature; the purest of experiences in nature giving emotions of awe, wonderment, feelings of connectedness and peacefulness.

2

Guardians of Ireland's nature

National Parks are guardians of Ireland's unique geography and ecology for future generations.

3

Privilege & respect

Visiting National Parks is a privilege and visitors should treat their environments with appropriate respect.

4

Conservation education leader

National Parks' responsibilities and educational initiatives do not end at the park boundaries.

5

For everyone

National Parks welcome everyone to experience nature's wonder and benefits to their own level or ability.

Mise an spéir, an t-aer is an tEarrach
mise an t-iasc is an t-uisce
mise an chré faoi mo chosa

These core principles underlie all of our communication.

1

The National Parks are strongest together.

The National Parks are strongest together, with one brand and one voice. While individual parks have unique illustrations colours, and unique habitats to show in photography, they all leverage the National Parks brand as a benchmark of quality.

2

Show the truth, nothing else is as beautiful.

There's no need to pretend Ireland is as sunny as Tahiti or that the parks are full of professional models. The National Parks are beautiful all year round, whatever the weather.

3

Keep it clear and simple, so everyone can understand.

We strive to present information in a clear and accessible manner. That means keeping text short and to the point, and keeping typography simple and uncomplicated.

National Parks

Our brand

A landscape photograph of a lake surrounded by mountains under a cloudy sky. The mountains are dark and rugged, with some light-colored patches. The sky is filled with heavy, grey clouds, and a small patch of light is visible on the right side. The water in the foreground is dark blue and reflects the sky and mountains.

Where nature speaks

National Parks
Our brand

Our logo
Ireland



Páirceanna Náisiúnta
National Parks

National Parks
Our brand

Our logo
International



Páirceanna Náisiúnta
na hÉireann
National Parks
of Ireland

A journey outside of time

Our illustrations use simple open lines, evoking a distant pre-industrial time, while conveying a distinctive contemporary feeling.

Páirc Náisiúnta Bhoirne **Burren
National Park**

Páirc Náisiúnta Chonamara
Connemara National Park

Páirc Náisiúnta Ghleann Bheatha
Glenveagh National Park

Páirc Náisiúnta Chill Airne
Killarney National Park

Páirc Náisiúnta
Shléibhte Cill Mhantáin
Wicklow Mountains National Park

Páirc Náisiúnta Néifinne Fiáine
Wild Nephin National Park

Tearmann Dúlra Pháirc na Cúile
Coole Park Nature Reserve

